

 E-Mail

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1227	_____	MC	PA
1228	_____		
1229	_____		
1230	_____		
1244	SM, FP	RSM	RBM

Handwritten notes: "JG" in a circle next to 1229, "AE" next to 1230.

51850 6158

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JANUARY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Paul:

We have placed orders for *Winston Tear Tape* product (.35¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. **1830** SKUs of Sleeve Displays (Item #536285) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2536-01

<u>UPC Code</u>	<u>Winston Brand Styles</u>	<u>#/ (6M) Cases</u>
12300-24876	Light Box	122(**)
12300-22772	Filter Box	122(**)

*****16 Cases (each style) are to be used for 7-11 stores.
Obtain store list from 7-11 Headquarters.***

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): **December 8, 1997**

Premium Arrival (@ Consolidated): **December 11, 1997**

Ship Date to Retail: **January 5, 1998**

Sleeves / Display (Item #536285)

<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$66,802.62</u>

51850 6159

Promotion Description: Utilize self-contained shipper displays. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each:

Winston Filter Box and Winston Light Box.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$3,416.00 (122 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMO #800008

RETAIL DISTRIBUTION DATE: 1/5/98

NUMBER OF DISPLAYS PER GROUP PER STATE

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI
A-PLUS/ SUNOCO	304	See List	401	1		29			3	16	83		265	4
AMOCO	58	1	58							27	2		29	
BP OIL	44	See List	78										78	
COASTAL MART	36	2	72							22			50	
COOKS CONVENIENT	7	See List	10								10			
COUNTRY FAIR	69	See List	242								8	32	202	
CONV EXPRESS	5	See List	11								11			
EXPRESS MART	40	See List	44								44			
HESS MART	51	See List	95							4	75		16	
HESS STATION	155	See List	178	1		2				28	104		42	1
J MART	8	1	8								8			
KRAUSZERS	12	See List	34	34										
MANLEY'S	11	See List	12								12			
MOBIL / ON THE RUN	100	See List	119	15		32			20		46			6
QUICKWAY	29	1	29								29			
7/11 - HANDEE MART	24	See List	61									2	32	27
7/11 - SOUTHLAND			240	7-11 WILL PROVIDE SPECIFIC STORE LIST TO McLANE										
SUGARCREEK (*Not Participating)	79	1	79								79			
SUNRISE FOODS	16	1	16								16			
INDEPENDENTS & SMALL CHAINS	32	See List	35	1		6	2		3	4	12		7	
TOTALS	1080		1822	52	0	69	2	0	26	101	539	34	32	716

(MC-STJAN.XLS)11/25/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

1919 0981S